

REMARKS

At the outset, the Examiner is thanked for the thorough review and consideration of the pending application. The Office Action dated June 22, 2010 has been received and its contents carefully reviewed.

Applicants appreciate and thank the Examiner for the courtesies extended to Applicants' representatives during the September 21, 2010 personal interview with the Examiner. The substance of the interview is set forth below and constitutes a record of the interview.

By this Amendment, claims 41-50 are canceled without prejudice to or disclaimer of the subject matter contained therein and new claims 51-57 are added. No new matter has been added. For example, support for claims 51-57 are found in page 2, lines 16-18; page 5, lines 4-22; page 17, line 27 - page 18, line 19; and Table 10. Claims 1-40 were previously canceled. Accordingly, claims 51-57 are pending. Reexamination and reconsideration are respectfully requested.

Claim 50 is rejected under 35 U.S.C. § 112, first paragraph, as failing to comply with the written description requirement. Although Applicants do not necessarily agree with this rejection, claim 50 is now canceled in order to expedite the prosecution of this application.

Claims 41-46 and 48-50 are rejected under 35 U.S.C. § 102(b) as being anticipated by WO99/20049 to Ebling et al., ("Ebling"). Although Applicants do not necessarily agree with this rejection, claims 41-46 and 48 are now canceled in order to expedite the prosecution of this application.

Claim 47 is rejected under 35 U.S.C. § 103(a) as being obvious over Ebling in view of U.S. Patent No. 7,178,158 to Nishina et al., ("Nishina"). Although Applicants do not necessarily agree with this rejection, claim 47 is now canceled in order to expedite the prosecution of this application.

Furthermore, independent claims 51 and 55 recite features that the Examiner suggested. Accordingly, Applicants have incorporated the Examiner's suggestions into independent claims 51 and 55. In particular, claims 51 and 55 recite that "the at least one attribute code value

matching a value in a categorical genre code assignments table defined in Advanced Television Standards Committee (ATSC) A/65 standard." Claims 51 and 55 also recite the benefits derived from the claimed invention in that "the genre descriptor accommodates a variable number of attribute code values."

Applicants respectfully submit that none of the cited references disclose or suggest all the features of claims 51 and 55. Therefore, claims 51 and 55 recite patentable subject matter. Claims 52-54 and 56-57 are patentable at least by virtue of their dependency from respective claims 51 and 55.

The foregoing amendments place the application in condition for allowance and early, favorable action is respectfully solicited.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911. A duplicate copy of this sheet is enclosed.

Dated: September 22, 2010

Respectfully submitted,

By  _____

Yong S. Choi

Registration No.: 43,324

McKENNA LONG & ALDRIDGE LLP

1900 K Street, N.W.

Washington, DC 20006

(202) 496-7500

Attorneys for Applicant